

What is claimed is:

1           1.     A commercial message transmitting and receiving  
2     system for transmitting and receiving commercial message  
3     materials comprising :

4           an advertiser terminal to distribute a plurality of said  
5     commercial message materials and a plurality of pieces of  
6     commercial message/identification information each corre-  
7     sponding to each of said plurality of said commercial message  
8     materials over a same channel and during a same time period;

9           a broadcast station terminal to create and output a  
10    scaled-down and synthesized image obtained by scaling down and  
11    synthesizing each of images of said plurality of said commercial  
12    message materials and multi-channeled voices obtained by  
13    assigning each of voices of said plurality of said commercial  
14    message materials to a plurality of voice channels each being  
15    different from each other and, at a same time, to synthesize and  
16    output said plurality of pieces of said commercial message/  
17    identification information;

18          a transmitting device to modulate said scaled-down and  
19    synthesized image and said multi-channeled voices fed from said  
20    broadcast station terminal and to transmit them as program data  
21    and, at a same time, to modulate and transmit said plurality of  
22    pieces of said commercial message/identification information fed  
23    from said broadcast station terminal;

24          a receiving terminal to automatically select, based on said  
25    plurality of pieces of said commercial message/identification  
26    information transmitted from said transmitting device and  
27    attribute information of a viewer input in advance, one commercial

28 message material out of said plurality of pieces of said  
29 commercial message information fed as said scaled-down and  
30 synthesized image from said transmitting device and to expand and  
31 display images of said commercial message materials automatically  
32 selected out of said plurality of said commercial message  
33 materials contained in said scaled-down and synthesized images  
34 and, at a same time, to output voices of said voice channels of  
35 said commercial message materials automatically selected out of  
36 said plurality of said voice channels contained in said  
37 multi-channelled voices.

1           2.     The commercial message transmitting and receiving  
2 system according to Claim 1, wherein said receiving terminal  
3 transmits said commercial message/identification information of  
4 said commercial message material and said attribute information  
5 of said viewer automatically selected to said advertiser terminal  
6 through a network and wherein said advertiser terminal performs  
7 statistical processing of said commercial message/identifi-  
8 cation information transmitted from said transmitting device and  
9 said attribute information of said viewer.

1           3.     The commercial message transmitting and receiving  
2 system according to Claim 1, wherein said transmitting device,  
3 when said scaled-down and synthesized image and said multi-  
4 channelled voices are transmitted by analog broadcasting,  
5 transmits said commercial message/identification information by  
6 using a vertical blanking interval and, when said scaled-down and  
7 synthesized image and said multi-channelled voices are transmitted  
8 by digital broadcasting, transmits said commercial message/

9 identification information as section information or packetized  
10 elementary stream information.

1 4. The commercial message transmitting and receiving  
2 system according to Claim 2, wherein said receiving terminal  
3 comprises:

4 a viewer attribute setting section to store said attribute  
5 information of said viewer input in advance;

6 a viewer attribute processing section to select one  
7 commercial message material out of said plurality of said  
8 commercial message materials transmitted as said scaled-down and  
9 synthesized image and said multi-channeled voices from said  
10 transmitting device;

11 an image cutting/expanding section to cut and expand images  
12 of said commercial message materials selected by said viewer  
13 attribute processing section out of images of said plurality of  
14 said commercial message materials contained in said scaled-down  
15 and synthesized image transmitted from said transmitting device;

16 a voice channel selecting section to select voice channels  
17 of said commercial message materials selected by said viewer  
18 attribute processing section out of said plurality of said voice  
19 channels contained in said multi-channeled voices transmitted  
20 from said transmitting device;

21 a switching section to select either of said scaled-down  
22 synthesized images transmitted from said transmitting device or  
23 said images out of images output from said image cutting/expanding  
24 section;

25 a display to display images output from said switching  
26 section;

27 a speaker to output voices of said voice channels selected  
28 by said voice channel selecting section;

29 a selected commercial message database to store said  
30 commercial message/identification information of said  
31 commercial message materials and said attribute information of  
32 said viewers selected by said viewer attribute processing  
33 section; and

34 a communication section to transmit said commercial  
35 message/identification information and said attribute  
36 information of said viewers stored in said selected commercial  
37 message database to said advertiser terminal through said  
38 network.

1 5. The commercial message transmitting and receiving  
2 system according to Claim 4, wherein said viewer attribute  
3 processing section is able to automatically and manually select  
4 one commercial message material out of said plurality of said  
5 commercial message materials transmitted as said scaled-down and  
6 synthesized image and said multi-channeled voices from said  
7 transmitting device, based on said plurality of pieces of said  
8 commercial message/identification information transmitted from  
9 said transmitting device and said attribute information of said  
10 viewers stored in said viewer attribute setting section.

1 6. The commercial message transmitting and receiving  
2 system according to Claim 4, wherein said advertiser terminal has  
3 a statistical processing section of performing statistical  
4 processing of said commercial message/identification  
5 information and said attribute information of said viewers

6 transmitted from said communication section through said network.

1           7.     A commercial message transmitting and receiving  
2 system to transmit and receive commercial message materials  
3 comprising;

4           an advertiser terminal to distribute a plurality of said  
5 commercial message materials and a plurality of pieces of  
6 commercial message/identification information each corre-  
7 sponding to each of said plurality of said commercial message  
8 materials over a same channel and during a same time period;

9           a broadcast station terminal to create and output a  
10 scaled-down and synthesized image obtained by scaling down and  
11 synthesizing each of images of said plurality of said commercial  
12 message materials and multi-channeled voices obtained by  
13 assigning each of voices of said plurality of said commercial  
14 message materials to a plurality of voice channels each being  
15 different from each other and, at a same time, to synthesize and  
16 output said plurality of pieces of said commercial message/  
17 identification information;

18           a transmitting device to modulate said scaled-down and  
19 synthesized image and said multi-channeled voices fed from said  
20 broadcast station terminal and to transmit them as program data  
21 and, at a same time, to modulate and transmit said plurality of  
22 pieces of said commercial message/identification information fed  
23 from said broadcast station terminal; and

24           a receiving terminal to display said scaled-down and  
25 synthesized image transmitted from said transmitting device and  
26 to expand and display, when one commercial message material out  
27 of said plurality of said commercial message materials contained

28 in said scaled-down and synthesized images is selected, images  
29 of said commercial message material manually selected and, at a  
30 same time, to output voices of said voice channels of said  
31 commercial message materials manually selected out of said  
32 plurality of voice channels contained in said multi-channeled  
33 voices.

1 8. The commercial message transmitting and receiving  
2 system according to Claim 7, wherein said receiving terminal  
3 transmits said commercial message/identification information of  
4 said commercial message material and attribute information of  
5 said viewer manually selected to said advertiser terminal through  
6 a network and wherein said advertiser terminal performs  
7 statistical processing of said commercial message/  
8 identification information transmitted from said transmitting  
9 device and attribute information of said viewer.

1 9. The commercial message transmitting and receiving  
2 system according to Claim 7, wherein said transmitting device,  
3 when said scaled-down and synthesized image and said multi-  
4 channeled voices are transmitted by analog broadcasting,  
5 transmits said commercial message/identification information by  
6 using a vertical blanking interval and, when said scaled-down and  
7 synthesized image and said multi-channeled voices are transmitted  
8 by digital broadcasting, transmits said commercial  
9 message/identification information as section information or  
10 packetized elementary stream information.

1 10. The commercial message transmitting and receiving

2 system according to Claim 8, wherein said receiving terminal  
3 comprises:

4 a viewer attribute setting section to store said attribute  
5 information of said viewer input in advance;

6 a viewer attribute processing section to select one  
7 commercial message material out of said plurality of said  
8 commercial message materials transmitted as said scaled-down and  
9 synthesized image and said multi-channeled voices from said  
10 transmitting device;

11 an image cutting/expanding section to cut and expand images  
12 of said commercial message materials selected by said viewer  
13 attribute processing section out of images of said plurality of  
14 said commercial message materials contained in said scaled-down  
15 and synthesized image transmitted from said transmitting device;

16 a voice channel selecting section to select voice channels  
17 of said commercial message materials selected by said viewer  
18 attribute processing section out of said plurality of said voice  
19 channels contained in said multi-channeled voices transmitted  
20 from said transmitting device;

21 a switching section to select either of said scaled-down  
22 synthesized images transmitted from said transmitting device or  
23 said images out of images output from said image cutting/expanding  
24 section;

25 a display to display images output from said switching  
26 section;

27 a speaker to output voices of said voice channels selected  
28 by said voice channel selecting section;

29 a selected commercial message database to store said  
30 commercial message/identification information of said

31 commercial message materials and said attribute information of  
32 said viewers selected by said viewer attribute processing  
33 section; and

34 a communication section to transmit said commercial  
35 message/identification information and said attribute  
36 information of said viewers stored in said selected commercial  
37 message database to said advertiser terminal through said  
38 network.

1 11. The commercial message transmitting and receiving  
2 system according to Claim 10, wherein said viewer attribute  
3 processing section is able to automatically and manually select  
4 one commercial message material out of said plurality of said  
5 commercial message materials transmitted as said scaled-down and  
6 synthesized image and said multi-channeled voices from said  
7 transmitting device, based on said plurality of pieces of said  
8 commercial message/identification information transmitted from  
9 said transmitting device and said attribute information of said  
10 viewers stored in said viewer attribute setting section.

1 12. The commercial message transmitting and receiving  
2 system according to Claim 10, wherein said advertiser terminal  
3 has a statistical processing section of performing statistical  
4 processing of said commercial message/identification  
5 information and said attribute information of said viewers  
6 transmitted from said communication section through said network.

1 13. A commercial message transmitting and receiving  
2 method, comprising:



3 a step of distributing a plurality of commercial message  
4 materials and a plurality of pieces of commercial message/  
5 identification information each corresponding to each of said  
6 plurality of said commercial message materials over a same channel  
7 and during a same time period from an advertiser terminal to a  
8 broadcast station terminal;

9 a step of scaling down and synthesizing each of said  
10 plurality of said commercial message materials to create a  
11 scaled-down and synthesized image in said broadcast station  
12 terminal and outputting said scaled-down and synthesized image  
13 to a transmitting device;

14 a step of assigning each of voices of said plurality of said  
15 commercial message materials to voice channels each being  
16 different from each other to create multi-channelled voices in said  
17 broadcast station terminal and of outputting multi-channelled  
18 voices to said transmitting device;

19 a step of synthesizing said plurality of pieces of said  
20 commercial message/identification information in said broadcast  
21 station terminal and of outputting them;

22 a step of modulating, in said transmitting device, said  
23 scaled-down and synthesized image and multi-channelled voices fed  
24 from said broadcast station terminal and transmitting as program  
25 data to a receiving terminal and modulating said plurality of  
26 pieces of said commercial message/identification information fed  
27 from said broadcast station terminal and outputting them to said  
28 receiving terminal;

29 a step of automatically selecting one commercial message  
30 material out of said plurality of said commercial message  
31 materials transmitted as said scaled-down and synthesized image

32 and multi-channelled voices from said transmitting device, based  
33 on attribute information of viewers and said plurality of pieces  
34 of said commercial message/identification information input in  
35 advance in said receiving terminal; and

36 a step of expanding and displaying images of said commercial  
37 message materials automatically selected out of images of said  
38 plurality of said commercial message materials contained in said  
39 scaled-down and synthesized images in said receiving terminal and  
40 of outputting voice channels of said commercial message materials  
41 automatically selected out of a plurality of said voice channels  
42 contained in said multi-channelled voice.

1 14. The commercial message transmitting and receiving  
2 method according to Claim 13, further comprising:

3 a step of storing said commercial message/identification  
4 information of said commercial message materials and said  
5 attribute information of viewers automatically selected by said  
6 receiving terminal;

7 a step of transmitting said commercial message/  
8 identification information of said commercial message materials,  
9 said attribute information of viewers automatically selected by  
10 said receiving terminal to said advertiser terminal through a  
11 network; and

12 a step of performing statistical processing of said  
13 commercial message/identification information and said  
14 attribute information of said viewers transmitted from said  
15 receiving terminal in said advertiser terminal.

15. The commercial message transmitting and receiving

method according to Claim 13, wherein said transmitting device, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using the vertical blanking interval and, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or as packetized elementary stream information.

1           16. A commercial message transmitting and receiving  
2 method, comprising:

3           a step of distributing a plurality of a commercial message  
4 materials and a plurality of pieces of a commercial message/  
5 identification information each corresponding to each of said  
6 plurality of said commercial message materials over a same channel  
7 and during a same time period from a advertiser terminal to a  
8 broadcast station terminal;

9           a step of scaling down and synthesizing each of said  
10 plurality of said commercial message materials to create a  
11 scaled-down and synthesized image in said broadcast station  
12 terminal and of outputting said scaled-down and synthesized image  
13 to a transmitting device;

14           a step of assigning each of voices of said plurality of said  
15 commercial message materials to a voice channels each being  
16 different from each other to create multi-channeled voices in said  
17 broadcast station terminal and of outputting said multi-channeled  
18 voices to said transmitting device;

19           a step of synthesizing said plurality of pieces of said

20 commercial message/identification information in said broadcast  
21 station terminal and of outputting them;

22 a step of modulating, in said transmitting device, said  
23 scaled-down and synthesized image and said multi-channeled voices  
24 fed from said broadcast station terminal and transmitting as  
25 program data to a receiving terminal and modulating said plurality  
26 of pieces of said commercial message/identification information  
27 fed from said broadcast station terminal and outputting them to  
28 said receiving terminal;

29 a step of synthesizing said plurality of pieces of said  
30 commercial message/identification information in said broadcast  
31 station terminal and of outputting them;

32 a step of modulating, in said transmitting device, said  
33 scaled-down and synthesized image and said multi-channeled voices  
34 fed from said broadcast station terminal and transmitting as  
35 program data to said receiving terminal and modulating said  
36 plurality of pieces of said commercial message/identification  
37 information fed from said broadcast station terminal and  
38 outputting them to said receiving terminal;

39 a step of displaying said scaled-down and synthesized image  
40 in said receiving terminal;

41 a step of manually selecting one commercial message  
42 material out of said plurality of said commercial message  
43 materials contained in said scaled-down and synthesized image  
44 displayed by said receiving terminal; and

45 a step of expanding images of said commercial message  
46 materials manually selected out of images of said plurality of  
47 said commercial message materials contained in said scaled-down  
48 and synthesized image and of outputting voices of said voice

49 channels of said commercial message materials manually selected  
50 out of said plurality of said voice channels contained in said  
51 multi-channeled voices.

1 17. The commercial message transmitting and receiving  
2 method according to Claim 16, further comprising:

3 a step of storing said commercial message/identification  
4 information of said commercial message materials and attribute  
5 information of viewers manually selected by said receiving  
6 terminal;

7 a step of transmitting said commercial message/  
8 identification information of said commercial message materials  
9 and said attribute information of viewers manually selected by  
10 said receiving terminal to said advertiser terminal through a  
11 network; and

12 a step of performing statistical processing of said  
13 commercial message/identification information and said  
14 attribute information of viewers transmitted from said receiving  
15 terminal in said advertising terminal.

1 18. The commercial message transmitting and receiving  
2 method according to Claim 16, wherein said transmitting device,  
3 when said scaled-down and said synthesized image and said  
4 multi-channeled voices are transmitted by analog broadcasting,  
5 transmits said commercial message/identification information by  
6 using the vertical blanking interval and, when said scaled-down  
7 and said synthesized image and said multi-channeled voices are  
8 transmitted by digital broadcasting, transmits said commercial  
9 message/identification information as section information or as

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10  packetized elementary stream information.
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